M-19
35.00

CATALOGUE

OF

J. E. SHEPARD & CO.

WE HAVE

THE LOWEST PRICES.

THE LARGEST VARIETY.

The BEST and QUICKEST SELLING GOODS.

KANSAS CITY, MO. CINCINNATI, O.

HF5451
S54
T.C.

THE HENRY FRANCIS du PONT
WINTERTHUR MUSEUM
LIBRARIES

CATALOGUE

OF

J. E. SHEPARD & CO.

MANUFACTURERS OF

SPECIALTIES

FOR

Canvassing Agents,

AND

HOUSEHOLD NOVELTIES,

CINCINNATI, O.

342 Elm Street.

KANSAS CITY, MO.

123 W. Sixth St.

1883–4.

INTRODUCTION.

In issuing this, our catalogue, we present to the canvassing agents a list of articles not equaled by any supply house in the country for **usefulness, simplicity, cheapness and salability.**

Having been for many years experienced in supplying agents and in knowing their wants, we now present to them a combination of useful articles, **any one** of which will enable any agent or energetic man or woman to earn a **large amount of money each year.**

Knowing the great numbers of agents that have been swindled by numerous firms throughout the country, it has always been our aim and principle to give **every agent full value for his money,** and to sell him an article that we have found **by experience and practical test** to be most useful in every family. In this way we have given such genuine satisfaction to agents, that we have won their confidence and services, and many agents have been in our employ for years. Many of them have accumulated property, and are now well off in this world's goods. They have been enabled to earn more than a living because of the large profit they receive on all of our goods. We aim to keep the prices within the reach of every family, and yet have the profit to the agent large. This we are enabled to do by **our immense facilities** for manufacturing our goods.

We have given satisfaction to our Agents because our facilities are among the best in the land for filling our orders promptly. All agents know that delay in receiving goods subjects them to many disagreeable annoyances and losses. Hence we aim to ship all orders on the day we receive the order from our agent, and thus prompt delivery by the agent is assured to his customer.

The proofs of our **honesty, reliability and responsibility** are shown in the rapid growth of our business, and our reputation is known all over the country, and in order to save our agents time in corresponding and in the transfer of freight, **we have established a house in the west.** This has been done at great expense, and yet the great benefit our agents have been and are receiving from it gives great satisfaction and pleasure to us.

We thus unfold a few reasons why we think it advantageous for all agents and others desiring permanent, profitable and pleasant occupation to connect themselves with us.

Why Agents find it to their advantage to buy all their goods of us.

BECAUSE we do just as we agree.
BECAUSE our goods are just as represented.
BECAUSE we guarantee entire satisfaction.
BECAUSE when our agents win premiums we pay them.
BECAUSE our terms are better and the premiums larger than any other firm.
BECAUSE we consider every Agent our friend, and try to keep his friendship through life.
BECAUSE we make good all breakages free.
BECAUSE we DO AN HONEST BUSINESS.

OUR STOVE PIPE SHELVES.

Many years ago we learned the great advantages of a **stove pipe shelf**, and, having, years ago, patented the best before the people, we have never ceased to improve and add advantages to it in all ways that would make it more useful and indispensable to the ladies. **We now have in our Shelves about, if not all, the advantages a stove pipe shelf can possess, and we control all the valuable stove pipe shelf patents in the whole country.**

We have proven our shelves to be the **best, the most durable, the strongest and cheapest, before the public.** All these claims we can substantiate and prove.

We offer this season to our agents their choice of three different styles of shelves, so represented by the cuts. They each possess about the same advantages, and yet, as peoples tastes differ in everything, so they do in the styles of these shelves.

Our first shelf, THE SUMMIT, we have and are still selling **large quantities** of, it being preferred by many.

Our No. 2, or IMPROVED EXTENSION SHELF, is having a large sale, as it combines many articles in one, and has had the largest sale of any stove pipe shelf ever invented.

Our No. 3, or CLIMAX DROP-LEAF, is the only durable and satisfactory **drop-leaf shelf** ever invented. Other drop-leaf shelves offered on the market

have failed to give satisfaction, easily wearing out, so that the **slightest touch will cause the shelf to fall,** of course **upsetting whatever the shelf held.**

Our Drop Leaf cannot be knocked down, nor can it wear out so as to become useless, like others. **All our collars are made extra strong and cannot be broken by ordinary usage.**

We are the only firm that has made the manufacture of stove pipe shelves a special business. We have sold many times more shelves than all other shelves ever offered, and yet we have rarely had a complaint, and often families in moving have either sold or lost their shelf, and when they have gone to house keeping again they have hunted up one of our agents, or written us for another shelf, saying they could not be without our shelf,

A STOVE PIPE SHELF,

as represented by our cuts is an invention which is unrivaled in being one of the most **practical, useful and durable household inventions ever produced,** and **no single invention has met with more** marked success and popularity than the **stove pipe shelf, in so short a time.** The conception of this ingenious improvement finally resulting in the convenient and useful form now perfected by us, was due to a desire for additional labor-saving devices for the housekeeper, as well as to improve the quality of cooked food when put upon the table. Anyone may be an expert cook, but the entire effect is spoiled the has not the proper articles to serve up to perfection the result of her culinary knowledge.

The **great amount** of labor necessary in preparing a meal is seldom imagined by any one not engaged in the work, but all who are, will appreciate in its fullest sense, the **unlimited value of our unrivaled stove pipe shelves.**

The enormous demand, rapidly increasing popularity, and expressed desires of the public at large, led us to expend freely and generously in time, money and experience to remodel and improve our shelves extensively, and as will be shown in the succeeding pages, our efforts have been crowned with wonderful success, far beyond our most sanguine ex-

pectations, resulting in our placing before the public these complete, unrivaled stove pipe shelves, with the largest facilities in the United States for supplying promptly, what we have already proven to be the most profitable household article agents have ever handled, and in offering our Three Patents we offer the cheapest, lightest, handiest, prettiest and most durable stove pipe shelves ever introduced.

Why Every One Should Own One.

FIRST.—Place your dishes and plates on the shelf when you begin to get the meal, and by the time it is ready they are nice and warm, but not hot enough to burn the fingers, as is often the case when put in the oven.

SECOND.—To place the salt, pepper, stove-lid lifter, etc., on, and they are right at hand the moment you desire to use them.

THIRD.—To raise bread, batter cakes, etc., place the pan of dough upon the shelf, and the gentle heat coming from below, works itself thoroughly through the ingredients, making yeast accomplish its work and resulting in light, sweet bread, when baked. Often a pan of good dough is spoiled by placing it under the stove, where the heat acts upon the upper part first. or by being within the reach of cats, or kitchen pets.

FOURTH.—Just the place to put the coffee pot while steaming, or warm over pies and puddings nicely.

FIFTH.—No other place so good for drying tin dishes of all kinds.

SIXTH.—For drying dishcloths, towels, napkins, in fact all kinds of small articles, there is no place like it.

SEVENTH.—To dry fruits it is unexcelled.

EIGHTH.—It will pay its cost many times over in saving of dishes, which without the shelf, are spoiled and cracked by being put in the hot oven, or on the stove.

NINTH.—All ovens bake too quickly on the bottom of all pans, and articles therein come directly in contact with the hot stove, and many cakes and loaves of bread are burned on the bottom before they are done. The same is often the consequence in cooking articles on top of the stove. To overcome this, place one of the shelf leaves under the article cooking, and instead of burning, the articles brown nicely all over and cook

evenly, caused by the circulation of heat allowed by the leaf. The leaves are very useful as stands for sad irons, coffee pots, etc., on the table.

TENTH.—Space is inadequate to mention all the uses.

Our Stove Pipe Shelves are made as follows:

Every Shelf has a Collar or Band to attach around the stove pipe, and these collars are made in sizes as follows:

Size No. 0.—Collar will fit all stove pipes under 5½ inches in diameter.

Size No. 1.—Collar will fit all stove pipes 6 inches in diameter.

Size No. 2.—Collars will fit all stove pipes 7 inches or over in diameter.

Size No. 3.— Collar will fit all stove pipes 5½ inches.

Size No. 4.—Collar will fit all stove pipes 6½ inches.

Size No. 5.—Collar will fit any oval pipe 6 inches in diameter.

Size No. 6.—Collar will fit any oval pipe 7 inches in diameter.

The diameter of a stove pipe is one third the circumference, or to get the size of the stove pipe, measure the pipe around the outside and divide by 3, and you will have size of collar needed.

With the above sizes you can fit any stove pipe, and any of the above collars will fit a pipe a little larger than mentioned. For instance, a 6 inch collar will fit a 6¼ inch stove pipe.

The leaves accompanying the collars **are all the same size.**

Either one of our stove pipe shelves will hold a weight distributed on it of 200 to 300 pounds, and we have put on one leaf 70 pounds without breaking; of course this was merely a test; in general use, not near so much weight will be put on.

In putting up the collar and fastening it to the stove pipe, care should be taken **not to fasten it too tight,** only enough to keep it from slipping down the pipe, and it will always remain firm, but to fasten it tight in the beginning will surely break the collar, as the heat will expand the pipe and nothing can save the collar from breaking, so please remember, give your pipe room to expand.

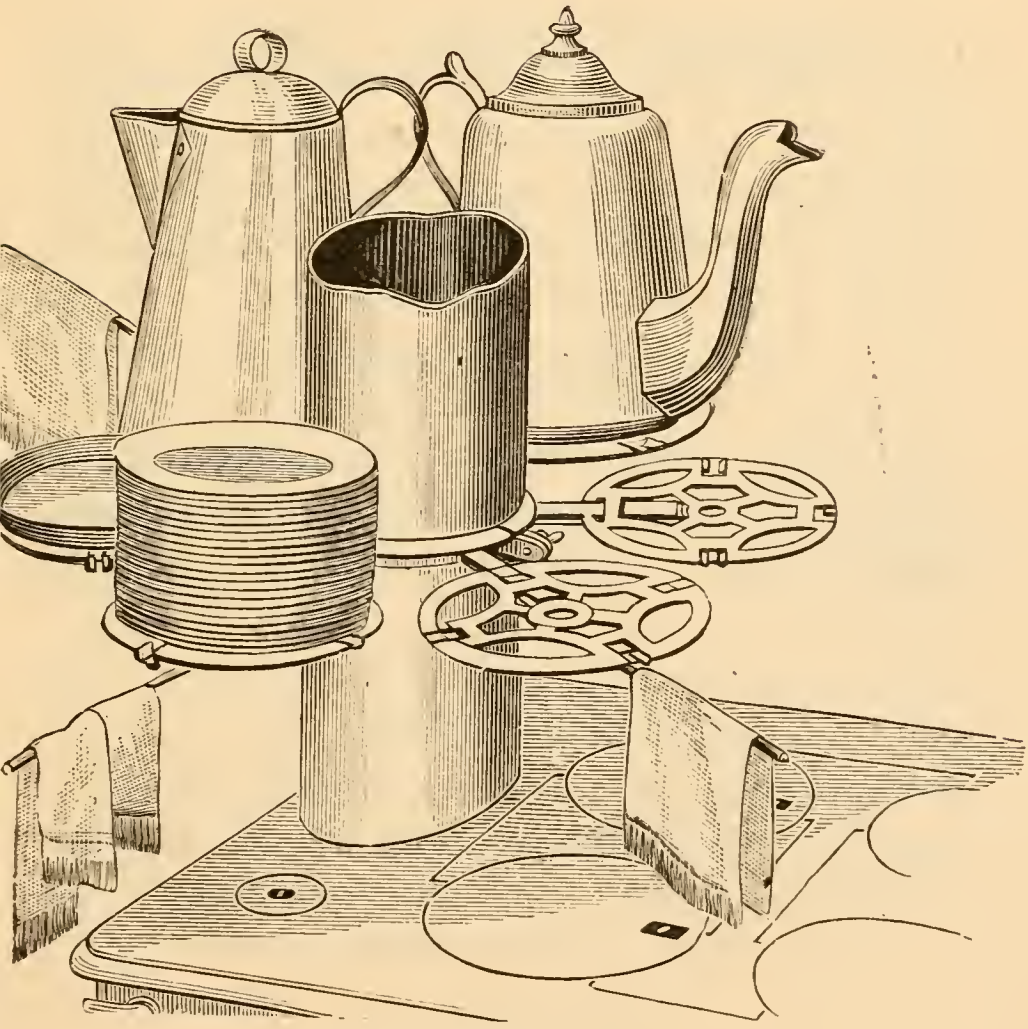
Should any of the castings become broken, we will replace all breakages free of charge.

Nearly 500,000 Stove Pipe Shelves already in use, and demand great as ever.

THE

SUMMIT

STOVE PIPE SHELF



AND

UTENSIL STAND COMBINED.

Patented February 28, 1878.

No. 1 Shelf, or Summit Stove Pipe Shelf.

The first cut shows the shelf as it appears, consisting of **one collar** and **six leaves.** The collar is fastened to the pipe by means of **thumb screws,** and the leaves are made with **a patent attachment** by which they can be attached to the collar **in a moment.** Each leaf has **four attachments.** With the attachment on collars, and leaves so simple in construction any one can put up the shelf in **a minute,** whether there is a fire in the stove or not, or the leaves can be put up or taken down **any moment** without the **slightest** trouble. Weight of shelf, **six pounds.**

RETAIL PRICE.

One complete Summit Stove Pipe Shelf, Plain Iron, with lamp shelf attachment **$1.50**

One complete Summit Stove Pipe Shelf, Nickel Plated, with lamp shelf attachment..... **2.50**

Nearly 500,000 Stove Pipe Shelves already in use, and demand great as ever.

THE IMPROVED

Extension Stove Pipe Shelf,

AND

UTENSIL STAND COMBINED.

Patented July 11, 1882.

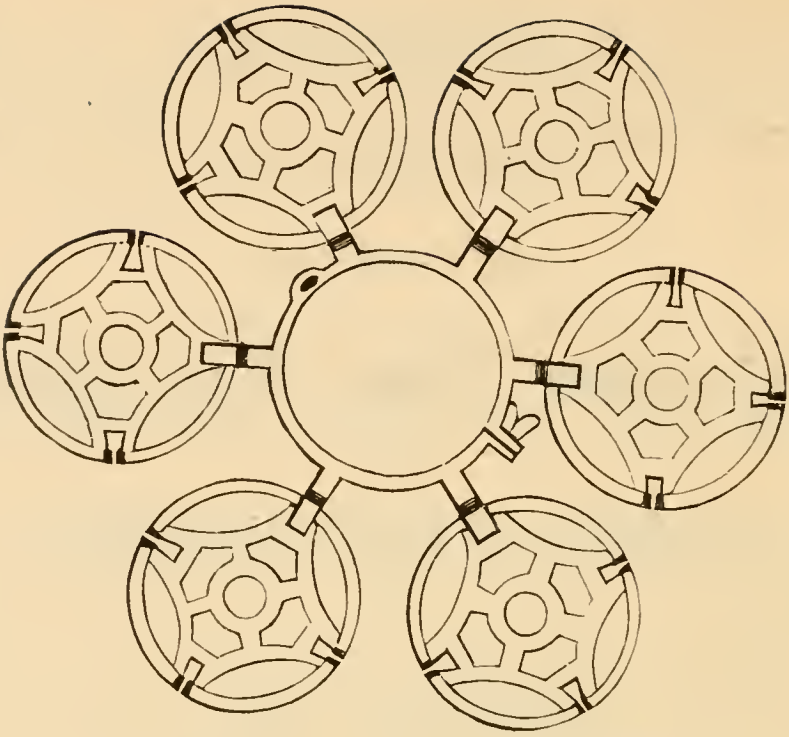
No. 2 SHELF.

OUR IMPROVED EXTENSION—performs the same uses with **some additional**, having an **extension attachment, enabling the shelf to be made larger or smaller** in an instant. Also this shelf has a complete **towel rack attachment in connection** with the shelf, which attachment, when wanted, can be used as a **stove-lid lifter.** The six leaves are detachable, same as the Summit shelf, and each leaf has four attachments also.

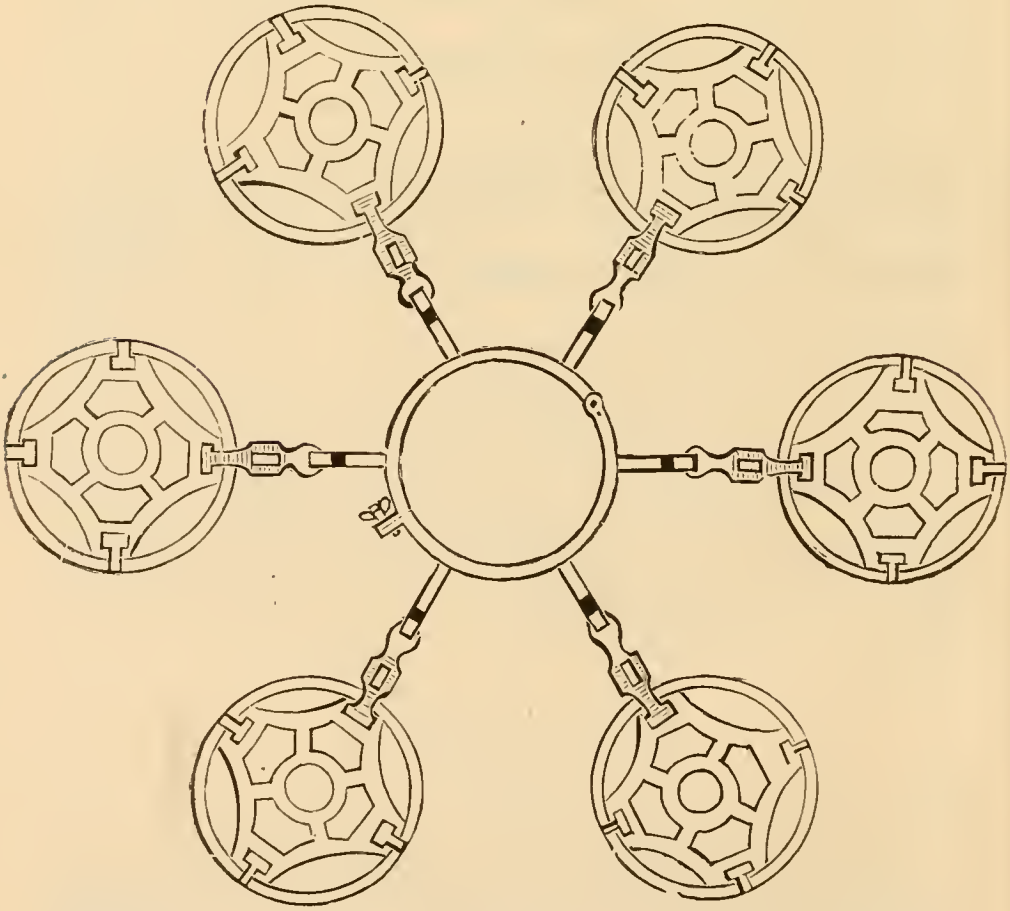
RETAIL PRICE.

One complete Improved Shelf, including one lamp-shelf attachment, six towel-rack attachments and stove-lid lifter, plain Iron.....**$1.50**

Same, Nickel Plated..... **2.50**



Showing Extension Stove Pipe Shelf.



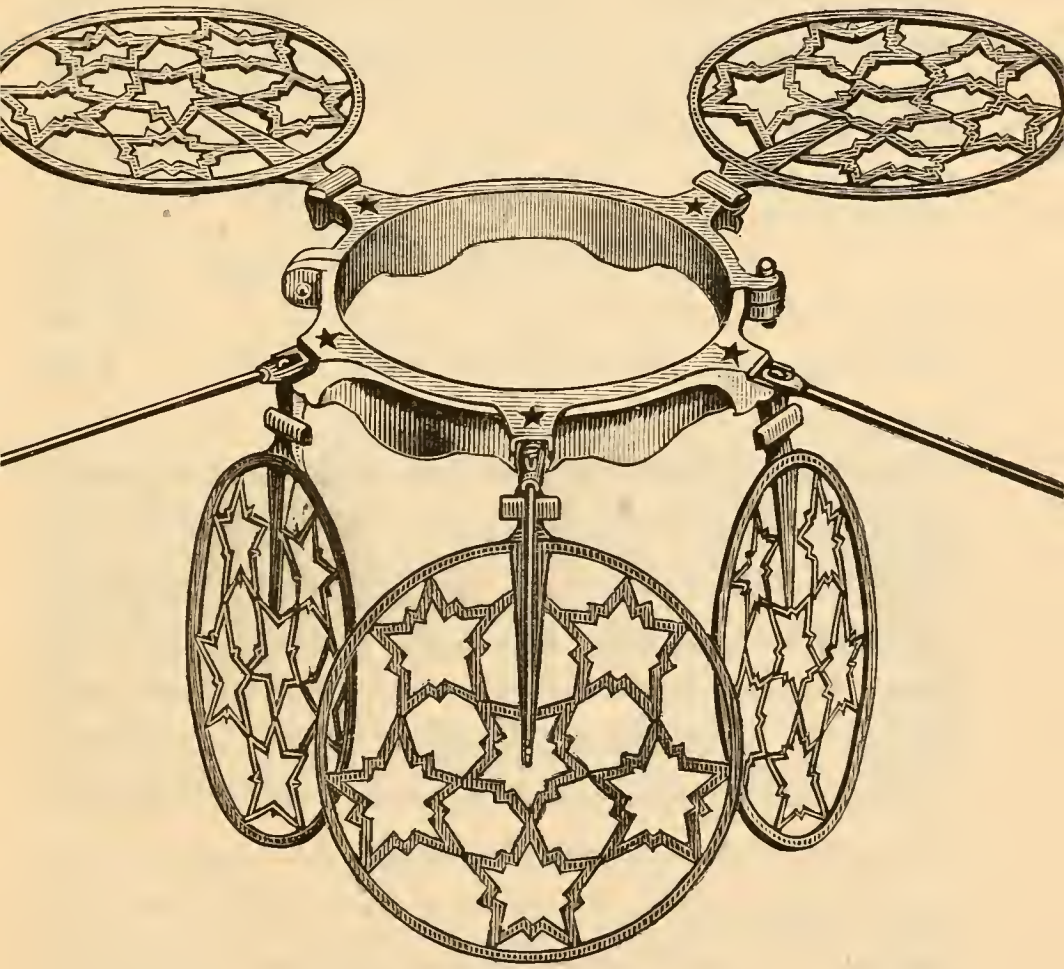
Showing Double Extension of the Extension Stove Pipe Shelf.

Nearly 500,000 Stove Pipe Shelves already in use, and demand great as ever.

THE

CLIMAX

Drop-Leaf Stove Pipe Shelf



AND

UTENSIL STAND COMBINED.

Patented May 8, 1883.

No. 3 SHELF,

Or, CLIMAX DROP-LEAF has the same utility as our other shelves, with an advantage in dropping the leaves, as per cut, that is, instead of detaching the leaves, if in the way, by a simple movement they can all be dropped down out of the way.

Weight, six pounds.

RETAIL PRICES.

One complete Climax Drop-leaf Shelf.....**$1.50**
One complete Climax Drop-leaf Shelf, Nickel..... **2.50**

Industry and persistence are the foundation stones of wealth. Success always crowns the labors of the painstaking and persistent agent. Never handle any article that may jeopardise your reputation for honesty, uprightness and fair dealing. Pluck and perseverance are better capital to start with than any amount of money. A wise agent will keep but one price on his goods. To sell lower to one person than his neighbor makes a bad impression, and is not fair.

AGENTS' OUTFITS

OF OUR STOVE PIPE SHELVES.

OUTFIT No. 1.

Consists of **One Complete Stove Pipe Shelf** of either kind (Summit, or Extension, or Climax), **Circulars for distribution, weekly reports, order blanks,** and a commission of agency for the **EXCLUSIVE SALE** in any county not already taken of your own selection. **All sent by Express,** securely packed, **charges prepaid, on receipt of $1.50,** or **elegantly nickel plated on receipt of $2.00.**

OUTFIT No. 2.

Consists of **One Collar and One Leaf of Summit Shelf** and **One Collar and One Leaf of Climax Shelf** and **One Complete Extension Shelf, Circulars for distribution, weekly reports, order blanks,** and **commission of agency for the exclusive sale** in any county not already taken of your own selection. All sent by **Express, charges prepaid, on receipt of $2.50, or nickel plated $3.50.**

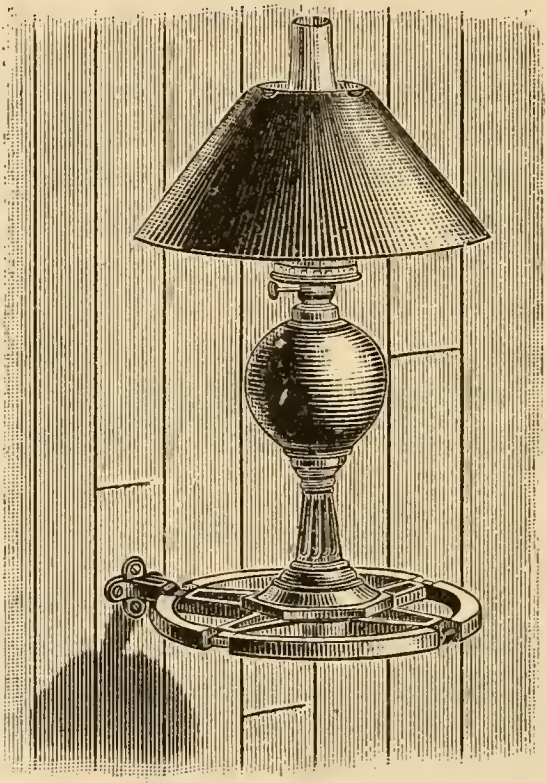
OUTFIT No. 3.

Consists of One Complete Summit Shelf, One Complete Extension Shelf, and One Complete Climax Shelf, with Circulars for distribution, weekly reports, order blanks, commission of agency for exclusive sale in any county. **All sent by Express on receipt of $2.50, or nickel $5.00.**

THE

SUMMIT

LAMP SHELF,



This cut shows our shelf as it is fastened to the wall by means of screws, and illustrates its use as a lamp shelf. It can also be used as a shelf for anything else. It consists simply of one of our shelf leaves with an attachment for fastening it to the wall, and can be put up or taken down at leisure. Anyone can see at once the usefulness of this little device. Having it, a lamp is always where it will give better light over the entire room, besides being where it cannot be upset or overthrown. Parties having our shelf will only need the attachment, without leaf, which we furnish free.

RETAIL PRICES.

Attachment only, Iron.....**10**
Attachment only, Nickel Plated.....**15**
Attachment and Leaf, or Shelf complete, Iron.....**20**
Attachment and Leaf, or Shelf complete, Nickel.....**55**

UNIVERSAL POLISH.

Among many things so necessary to every household, is a first-class polish, and in presenting our **Universal Polish**, we present a polish that has stood the successful test of ages, having first been discovered **over 40 years ago**, and every one who has used it can testi to its many virtues. It will polish (without the slightest injury) **Gold, Silver, Copper, Tin, Brass, Pewter, Glassware, in fact anything**, and is unrivaled for **cleaning windows, removing paint therefrom,** also for **cleansing the teeth** it is just the thing, and if regularly used, will keep them in a perfect condition. We are desirous that it shall come into general use as a household favorite, and have fixed our prices accordingly.

RETAIL PRICES.

One-half pound packages, ready for use.....**50** cts.
One " " " " .....**75** cts.

One pound will last an ordinary family a year. Sample package free on receipt of six cents in stamps.

AGENTS PRICES.

One-half pound packages, per doz **$3 00**
One " " " **4 75**

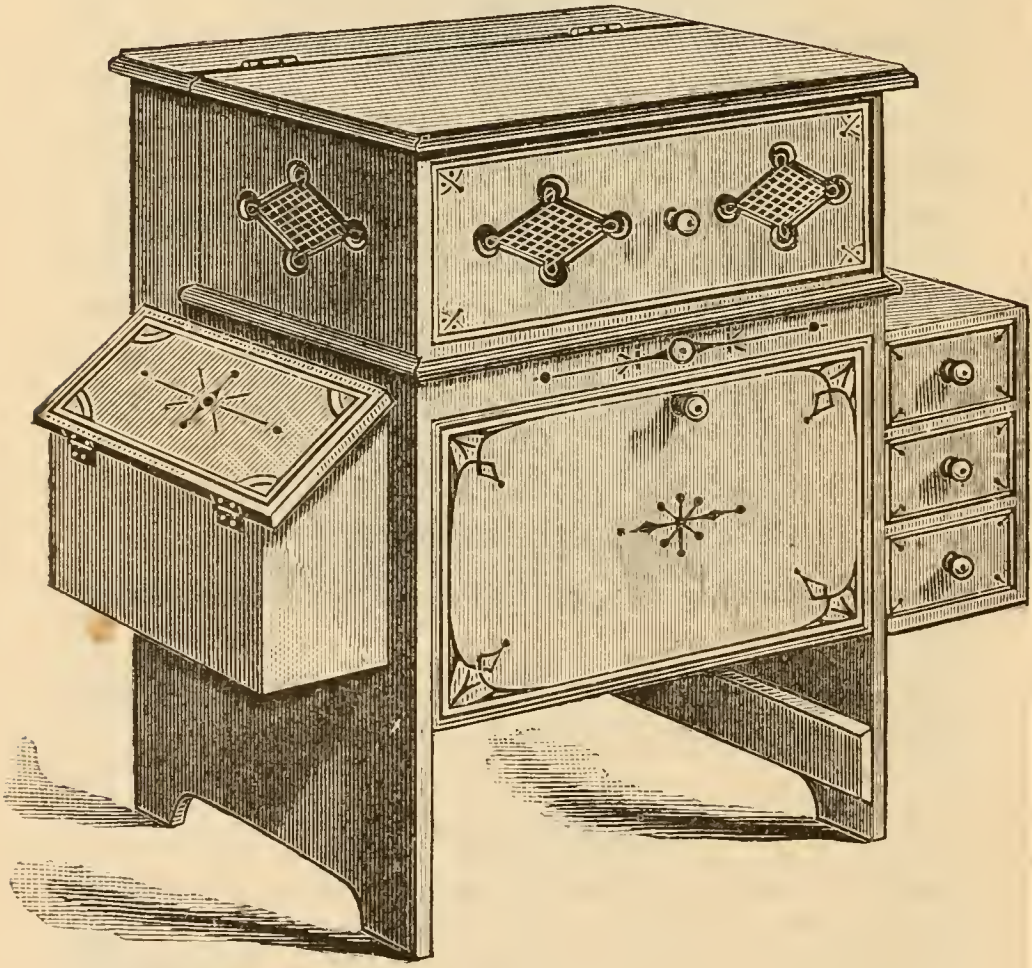
When 100 packages are ordered we give 20 packages free.

A HAPPY IDEA.

ENTIRELY NEW.

THE

KITCHEN CABINET,



OR,

HOUSEKEEPER'S COMPANION.

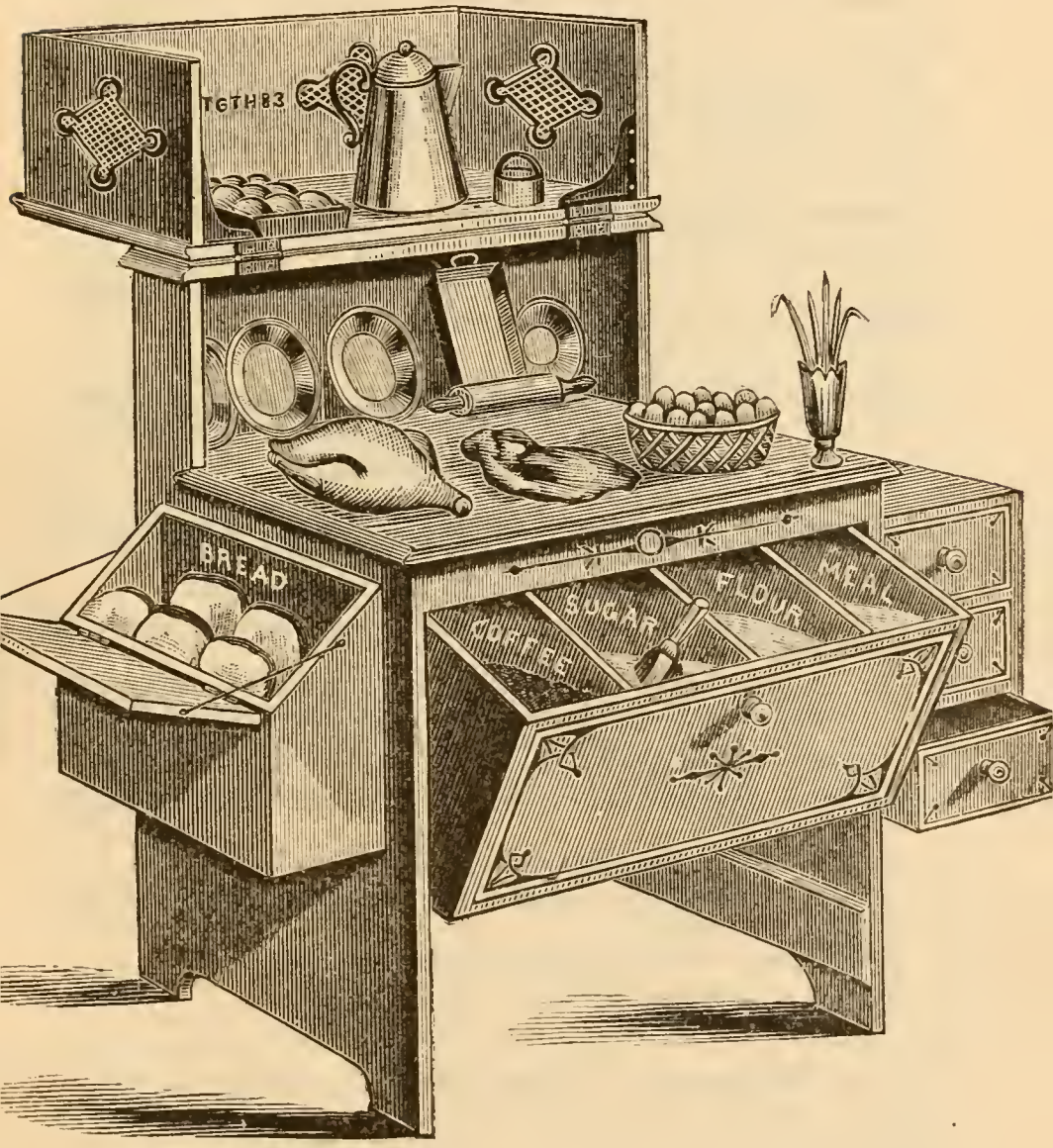
Patented March 6th, 1883.

UNIQUE IN DESIGN,

SIMPLE IN CONSTRUCTION,

ORNAMENTAL IN APPEARANCE,

And combining every Feature of Usefulness and Durability.



A Place for Everything, and Everything in its Place.

A Practical Idea carried out, making the duties of the Kitchen a pleasure, and reducing them a hundred fold.

OUR KITCHEN CABINET, as illustrated on foregoing pages, is a **general receptacle for flour, meal, sugar, rice, bread, spices, table linen, in fact for anything** of use in a kitchen, which will thus be right at hand the moment they are needed, and always secure from vermin or insects of any kind; in fact, its great value and uses are innumerable, and will be understood and appreciated by **every lady** upon a careful examination of our cuts. It is two feet deep, three feet wide, and four feet high.

No one, observant of the wants of housekeepers, has failed to notice the crying need for some such safe, accessible, compact and **cheap receptacle** for the different materials and articles used in a kitchen, and **thousands of useless steps** are taken daily and much time and material wasted constantly for the want of some such convenient and useful device; thus it is that the **KITCHEN CABINET** meets a long felt want.

A few of the many Reasons showing the Utility of our Cabinets:

1. There are compartments for any desired quantity or varieties of flour, upwards of 200 pounds.
2. The flour is accessible without lifting a lid.
3. The entire Cabinet is easily cleaned and kept in order.
4. The Flour and Meal Bins are so adjusted that one finger is sufficient to place 200 pounds of Flour in the most accessible relations, and return it easily again to its place.
5. It has a receptacle for rolling pin, cake cutter, spice boxes, etc.
6. It is entirely rat and vermin proof.
7. It has an elegant, capacious Kneading Board, of the best material.
8. It is also a Ventilated Provision Safe.
9. It has an elegant Bread Box.
10. A place for Table Linen, etc.

In short, **its uses are innumerable,** its value to a housekeeper greater than tongue can tell, and no one who has used one of these Cabinets would do without it for many times its cost.

During all our many years experience in our direct line of business, we have never placed before the public at large a household article which has **at once met such universal favor** and given such general satisfaction in every respect as our **KITCHEN CABINET,** and the open

verdict of every lady who sees it is the same, "**that it is the model friend of every housekeeper.**"

Hence it is with sincere pleasure we offer to you our circular, and the first opportunity of securing an agency **in your own county free**, thereby opening a business future for you which will undoubtedly lead you to success and fortune.

SPECIAL TERMS TO AGENTS.

STRICTLY CONFIDENTIAL.

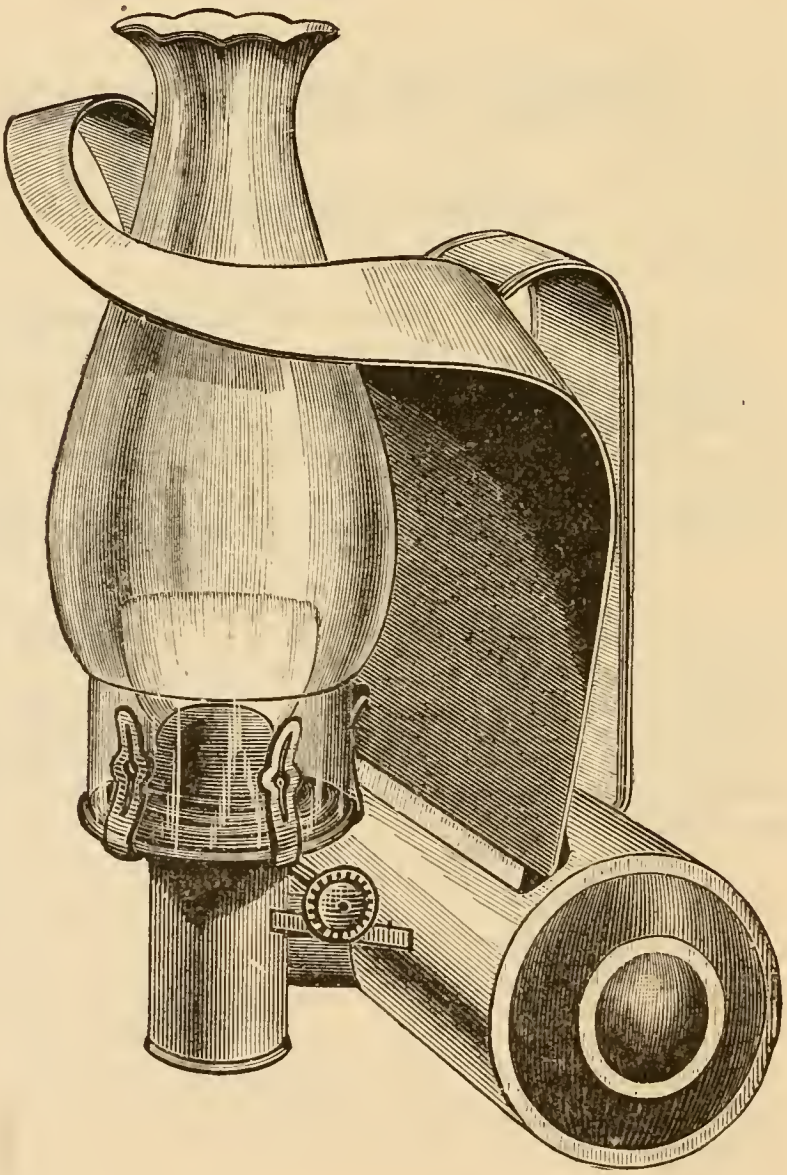
An Agent's Outfit consists of **a small model** of our cabinet, 6 in. x 8 in. x 10 in. and made exactly like the large cabinets, also **circulars** for distribution, **weekly reports, order blanks,** and a commission of agency for the exclusive sale in any county of your own selection. All sent by express on receipt of $2.50, or if you order a cabinet at once we will furnish the model at half price.

	Retail Price.	Price to Agents.
One Kitchen Cabinet, complete	**$14.00**	**$10.00**
One Kitchen Cabinet, without drawers and breadbox	**12.00**	**8.00**

After you have ordered 6 cabinets we will refund the price of your model. We charge nothing for boxing or drayage.

THE

HANDY LAMP.



OR THE

KITCHEN LIGHT of the FUTURE.

Neat in Appearance, giving a ***Brilliant Light, Strong and Durable, Cheapest of All.***

It is a Universal Favorite, proven by the enormous sale and great popularity with which it is meeting.

☞ IT HAS NO RIVAL. ☜

Thousands in use, with a daily increasing demand.

We desire to introduce to the public this convenient lamp, using the same amount of oil and giving twice the light of any other lamp, besides being constructed entirely on safety principles, and at a price within reach of all. They can be hung up on the wall or set upon any surface. The reflector magnifying the light, and adding to its usefulness and brilliancy.

Special Terms to Agents of the Handy Lamp.

STRICTLY CONFIDENTIAL.

An Agent's Outfit consists of **one lamp, size 2, circulars, weekly reports, order blanks,** and a commission for the exclusive sale in any territory you may select, all sent by express, **charges prepaid,** on receipt of **$1.00.**

	Retail Price.	To Agents in doz. lots, per lamp.
One Handy Lamp, No. 1	$ 75	.50
One Handy Lamp, No. 2	1.00	.55

When you order **one dozen lamps** or more we give you one lamp free with every dozen ordered, to cover freight charges.

When you order **ten dozen lamps at one time** we will send you twenty lamps extra, free.

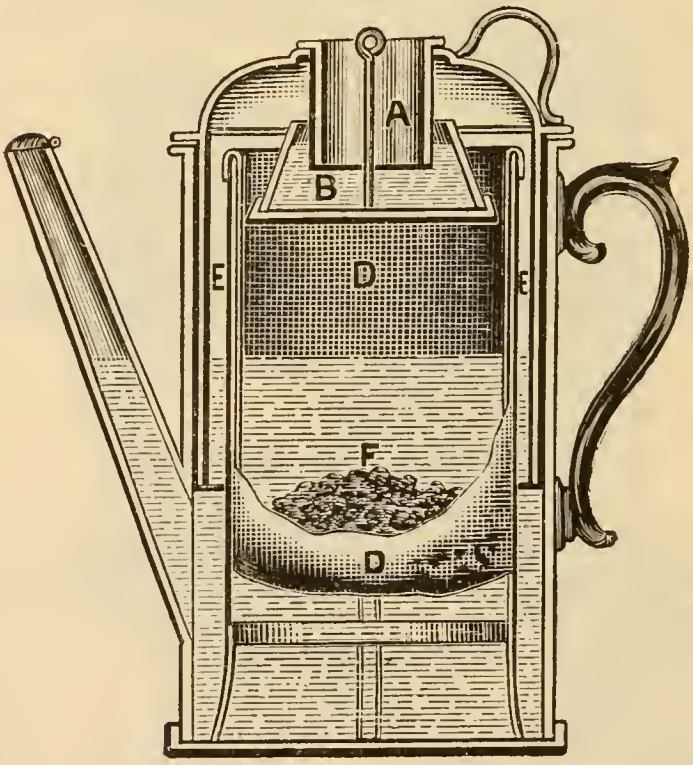
We charge you nothing for boxing or drayage and the lamps we allow you free more than doubly covers all freight charges.

THE

"PERFECTION"

COFFEE POT.

(ROBINSON'S PATENT)



CHALLENGES COMPETITION

AND

INVITES TRYING TESTS.

OUR COFFEE AND TEA POT

Fills a want long needed in every household. That these drinks are a part of each meal and lunch is not questioned, but how to obtain **a perfect drink, using all the strength of the Coffee or Tea,** has never been obtained until the **Perfection Coffee Pot** was placed upon the market, which is so constructed that every particle of **aroma and strength** is retained. They are of the simplest construction, cannot get out of order, and **any one** can understand the process of making coffee or tea by this method.

Housekeepers and others will recall the appetizing aroma pervading the atmosphere and greeting their sense of smell where coffee is making. Now this flavor which is so delightful, whetting the appetite to the highest pitch, is essence, the very heart of the coffee bean, and when, by the old style of making coffee, it escapes from the pot the **life and strength of the Coffee is as certainly being thrown away** as is a human being depriving himself of life who opens a vein to permit his heart's blood to escape. Confine the steam in the Coffee Pot when boiling and you retain that which is coffee, that which invigorates, braces and tones up the system to endure the labors of the day.

By means of the **Sliding Cylinder and Water Joint** it is possible to boil coffee to the fullest extent, extract the nectarine of the berry and yet not permit an **atom of the odor** to escape. **Old Coffee Pot Makers** claim boiling coffee spoils it. This is true as to the **old style Coffee Pots,** and rightly so, since the longer it boils the more steam passes off, carrying the strength and purity of the coffee with it, and when served upon the table it is **black, muddy, insipid,** and full of **grounds.**

To those using **our Coffee Pots** we can say BOIL IT, BOIL IT. It does not hurt it but makes **better coffee than was or is made by any other process.**

Such delicious coffee was never drank until our **Perfection Coffee Pots** were invented. It extracts every element of strength and flavor and combines all into a **delicious, appetizing drink.**

The Conception of this ingenious, but simple, Coffee Pot has resulted only after years of patient labor and experimenting, but we have now to offer every coffee or tea drinker a Pot that will **save him money** and get him the most delicious coffee or tea he ever drank.

Why Every Family Should Own One.

1.—It will save you one-third the amount of coffee or tea used by any other way, and hence pays for itself in a short time.

2.—It requires no skill to make the best coffee or tea in the quickest time.

3.—The life of the Coffee or tea being entirely extracted there is no waste.

4.—Weak, Insipid, Muddy Coffee or tea is done away with and no egg or other material need be used to clear it.

5.—Coffee or tea comes out **clear as amber,** rich, strong, odorous, a veritable "Nectar for the Gods."

6.—The only one in which you can boil the coffee or tea and retain all its strength and aroma.

7.—If the Coffee is a good article, and properly browned or roasted, as good coffee by any other way is an impossibility.

8.—It does away with all odor while coffee is making.

9.—Because it is economical.

10.—Because all who have used it say it is the best coffee and tea they ever drank, and recommend it above all others.

Our experience is that it sells on sight, and wherever sold it recommends itself to such an extent that any one having an agency has a permanent and profitable business. The longer and harder he works his territory, the more pots he will sell.

Coffee drinking is universal, and more attention has of late years been paid to the manner of making it than ever before.

Nine persons out of ten know when they are drinking a good cup of coffee as distinguished from a black bitter drink, which is too often set before them and called coffee. Every one who can be made to examine the principle of our Pot will at once become a purchaser of it. The thing to be obtained is to boil the coffee or tea and retain its strength and flavor, which our pot does, **and it is the only one manufactured that will do this.**

Every family in your neighborhood will buy one of these Coffee Pots, if the matter is brought to their attention in a proper manner. Once used, no family will use any other, and a steady demand will be created in your neighborhood.

We hope the merits of our Coffee Pot are so plain to you that you will order a sample Pot or outfit and secure territory at once.

SPECIAL TERMS TO AGENTS.

STRICTLY CONFIDENTIAL.

An Agent's Outfit consists of one sample **Two Quart Coffee Pot, circulars** for distribution, **weekly reports, order blanks,** and a commission of **exclusive sale** in any county not already taken, of your own selection. All sent by express **charges prepaid** on receipt of $1.25, or if you order twelve Coffee Pots at once, we will send the outfit with them **free.**

	Retail.	To Agents in lots of a dozen at a time.	In lots of two Dozen or more at one time.
2 Quart Coffee Pots -	**$1 25**	**$ 65**	**$ 50**
3 " " " - -	**1 50**	**80**	**65**
4 " " " -	**1 75**	**95**	**80**
6 " " " - -	**2 00**	**1 00**	**85**

When **four dozen pots** or more are ordered at **one time** we give you **one pot FREE** with every dozen to cover **freight charges.**

When you order **ten dozen Coffee Pots** at one time, we will send you **EIGHTEEN EXTRA COFFEE POTS FREE.**

We charge you nothing for boxing and drayage, and the pots we allow you free more than doubly pays all freight charges.

These terms give you a clear profit of over one hundred per cent. on the money you invest. We send instructions "how to make Coffee and save half cost," in every Coffee Pot.

OIL PORTRAITS.

A NEW AND BEAUTIFUL PROCESS OF ENLARGING AND RE-COPYING SMALL AND PARTIALLY FADED PHOTOGRAPHS

TO ANY SIZE.

They Delight Every One who Sees Them, and Furnish a Pleasant and Profitable Employment to All, Without Capital.

It is a respectable business in which you can enter with trifling outlay; a business that you can learn in an hour, and which you can give up at your pleasure without loss; a business that ***will pay you from $3.00 to $15.00 per day,*** and more if you work hard; a business with no unpleasant features about it. Such employment we offer you. Read the following and you will learn *What the Business is, Why it is Profitable, What Others are Making out of it, And what You can Make.*

What the Business is.

The business is Copying and Enlarging Pictures from small originals, and paintings in India Ink, Water colors, Crayon, etc. We take photographs, tintypes, ambrotypes, daguerrotypes, and enlarge them to any size desired, in any of the above styles.

We rescue the fading images of the living or dead friends, and fix them in permanent colors, that will last for generations. We obtain our business from all parts of the United States through agents, who solicit orders in territory assigned them. To canvassers we allow the most liberal commissions.

Why it is Profitable.

The demand for pictures originates in the human affections. People cherish the memory of dead or absent relatives and friends, and love to look upon their features as in life. Every man, woman and child loves somebody, has some relative or friend whose image is endeared to them. Pictures have thus become more than a luxury—they have become a *necessity*, and are found, not alone in the mansions of the rich, but in the cottages of the poor.

The liability of the ordinary photograph or camera picture to fade and lose their finer delineations, thus marring their natural expression, is well known to all.

The tendency among all people having pictures is to have them enlarged from the diminutive size suitable only for the album, to larger dimensions more suitable for frames, thus rendering the picture itself more expressive and life-like, and making it more fitting for the parlor walls. To enlarge pictures successfully requires much more complicated machinery than is found in ordinary photograph galleries.

Copying differs much from taking pictures from life, and needs a special knowledge of the business, only acquired by thorough practice. We have had many years' experience in this particular line, and having all the latest improvements in the art, are prepared to fill orders in the shortest possible time, which is of great importance to the agent.

What finer ornaments for our homes can we have than the portraits of our friends? Who would not rather see in his parlor a fine portrait of his wife or child, than a picture of a cow in a meadow? This business appeals directly to the pride and affections of men, than which there are no more powerful influences to move them, and the desire for pictures is well-nigh universal. People buy what they want most.

If your business is selling what every man wants, you carry a key to every man's purse. If by showing the samples, and presenting the subject with tact and skill, you induce them to want pictures more than they want some other things, you get their order and make your commission.

What Others are Making out of it.

Agents throughout the country, who devote their attention to it, are universally successful, and usually make from $3.00 to $15.00 per day, while some agents have cleared from $10.00 to $30.00 per day on exceptional days. In one instance one agent cleared $65 from orders taken in one day. This, however, was an exceptional case. An agent at Dayton, Ohio, during last season, took sixty orders in five days. Another at Rochester, Michigan, took fifty-three orders in a single week. Another in Minnesota took nineteen orders in one day. These are but a few instances of the many we could cite, but they will serve to give some idea of what good, energetic agents can do with proper effort.

What You can Make.

Your success in this business will depend on the ability and skill with which you prosecute it. Everything depends upon your own labor. We can only judge of what *you may do* by the knowledge of *what others have done.* There is no reason why, with proper effort, you mav not succeed as well as they have.

The question for you to determine is, whether you will take hold of it with these assurances before you.

Here is an opportunity—it devolves upon you to take advantage of it. No one is competent to judge of his own ability to accomplish a desired end until he tries it, and many there are who have discovered that, by earnest work, they were able to do even more than they had anticipated. If others have succeeded so well in this business, *why can't you?* What one can do another can, as a rule. Of course, some men who start fail, but so they do in other pursuits. ***This business is peculiarly adapted to the needs of agents who canvass for other specialties; to students of colleges, who depend upon their own exertions for their education; to business men who are only employed at certain seasons of the year; to school-teachers waiting for a school; to ministers who are temporarily disabled or whose income is***

limited, and also a delightful business for ladies; in short, to any and all classes of intelligent men and women who are out of employment.

¶ It must be admitted that some kinds of canvassing are disagreeable; but with pictures the case is different. The character of your business, being a branch of art in which all people are interested, entitles you to respect, and secures you an interested, respectful hearing. Agents often express to us their agreeable surprise at the kind and respectful treatment they receive from the majority of the people.

To Canvassers.

If you are a Canvasser, your object is, of course, to make the *most possible money in the least possible time.*

To make it by canvassing, you must sell an article wanted by the largest number of people. *Therefore, Canvassing for copied and enlarged pictures pays better than canvassing for anything else.*

Pictures deliver better than books. People order a picture because they want it, and they give you the small picture—precious to them—to copy from.

When the copy comes they take it, because they want both it and the small picture. The pictures are of no use to any one but themselves. People order a book or map because you talk them into it—and curse themselves from that time till you come with it. Then they often say they "don't want it; you can sell it to some one else," and refuse to take it. You sell but one book in a family, while from the same family you often get half a dozen pictures..

This business does its own talking. **You can go over the same ground repeatedly with pictures**, getting orders from the same families each time. One picture in a family always inspires a desire for more.

If they have the father, they want the mother, and then the children. But with such things as books or maps you must constantly break new ground, which is not so profitable as working where you are acquainted.

Your Commissions are large You can **vary your price, to suit all classes of customers.** If you find a man is too poor to buy an expensive picture, you can sell him one within his means. If he is rich you can pitch your key high.

For these and many other reasons **you can make more money canvassing for pictures than for any other article.**

To all class of canvassers we would say, *give this business a trial.* To try it will cost you next to nothing, and is likely to prove of great advantage to you.

If you are unwilling to give up your present business on uncertainties—take both. You must visit every family any how with your present work. By taking pictures along you can gradually work into the business without loss.

Besides, if people see pictures of their friends and neighbors nicely made, they will have more confidence in you and your work.

If you desire an agency in this business write us for further particulars. This company aims to conduct its business upon the following principles:

To make the best possible work for the least possible money.

To be prompt as possible in sending out work.

To deal justly and fairly with all; and

To bear in mind the fact that the interest of its agents and patrons is its own interest.

Upon these principles its business has been built up, and will continue hereafter to be conducted.

If you cannot become an agent yourself, perhaps you can procure us one. *We want only honest, reliable, energetic persons.*

Special attention is called to our non-Reversed Process, the value of which will be appreciated when seen, as the copied picture does not lose the familiar expression and undergo the alteration caused by reversing, as in the old method of direct copying. Our specialty in copying is, we can give you clear, white faces on every copy ordered from us. This, we claim, no other house can do, as they touch out the defects on the face with oil colors and leave marks of the brush, which look very bad unless you hold in just such a light to suit the picture.

Your attention is called to the following, the observance of which will save a great deal of trouble and confusion:

1st. Always mention the size of plate and also size of frame. If no frame is desired, write "no frame" on the direction. Envelope holding the small pictures, which we furnish on application. Write plainly and distinctly, and put no unnecessary writing on the envelope.

2d. In ordering frames give only the inside or glass measurement. In ordering pictures to be sent by mail, do not fail to remit the postage. In sending us pictures by mail, be sure and enclose no writing inside the package, and do not seal it—otherwise full postage rates will be charged by the post-office. It is far cheaper in the end to send by express.

We first state to you that one dozen oil portraits will cost you $24, the price we charge you for them; you get $3.50 for each, or $42 per dozen, which net you $18 profit on each dozen. Suppose you collect and send us **one dozen per week,** which is **only two per day,** it would make your wages **$18 per week.** Some agents will collect **one dozen per day. What can you take hold of, and do so well at?** Now think it over and judge for yourself what you can do, and if we have misstated facts. We think, from what we have said, that you will look at it in the same light that we do, and that you will take hold of it at the very earliest opportunity.

Something for you to consider. Agents add to your interest in this way: You are a resident of a town or village, and most likely attend church. Whether Catholic or Protestant, you are in all probability acquainted with the congregation, and also the pastor or priest of the church, and he is, I assure you, beloved by his parishioners as a general thing. People who belong to a church would like to have a picture of their pastor, and there is only one way for them to get it—that is, from agents in this way: Call on a minister, whether a member of his church or not, state your business, that of an agent, and that you enlarge pictures, and ask him for a small picture of himself, and tell him what you want it for—that you want to take a hundred large pictures from it to sell to the members of his church. Bear in mind in this way you sell from one hundred to five hundred pictures of one pastor by going among his flock. These pictures are 10x12 size, mounted on the best card board, with gilt facings.

How to Order.

On all goods under ten (10) dollars, cash must accompany the order, either by registered letter or post-office order. Over ten dollars, send C. O. D., if twenty per cent. of money accompanies order. Some agents write to us saying that people are afraid

to let their small pictures be sent, for fear of being lost. They need not fear that at all, as we take great care of them and return them as we receive them—sometimes better—as we clean them.

New Card Photographs painted, making the likeness appear natural as life. Write for particulars.

Agents can easily get these prices, and then the pictures will be cheap. Such elegant work as ours, with such low prices, meets with ready sale everywhere.

SPECIAL PRICE LIST.

STRICTLY CONFIDENTIAL.

Agent's Outfit consists of one picture enlarged and framed elegantly, 10 x 12 inches in size, sent you, carefully packed, by Express, on receipt of **$2.00**. If you wish to furnish your own subject, such as a picture of yourself or a friend, it would be the same and better, as your friends could better tell how true our work is by seeing a sample of yourself or some one they know. Enclose picture in a sealed letter to us and we will take the greatest care of it and return it with enlarged picture in eight or ten days, which is the time it requires to do the work.

POPULAR SIZES AND PRICES.

	To Agents.	To Subscribers
Plate 7x 9 in., elegantly framed, 10x12 in.,	**$2 00**	**$4 00**
" 7x 9 " no frame, - - -	**1 00**	**4 00**
" 8x10 " elegantly framed, 12x14 in.,	**3 00**	**6 00**
" 8x10 " no frame, - - -	**2 00**	**4 00**

When **one dozen** pictures are ordered, we return to you the price of your outfit, thereby giving you your outfit free.

When you order **one dozen or more pictures** at one time, we will enlarge and frame one extra one **for you FREE** for each dozen ordered.

When you **order fifty pictures** at one time, we will enlarge and frame **five extra pictures** for you free.

When you order one hundred pictures at one time, we will enlarge and frame **twenty extra pictures free** for you.

In taking orders for pictures, **have as little change** made as possible from the original.

In sending the pictures to us be careful to pack them securely and **prepay express charges.**

It requires eight to ten days for us to do the work and get the pictures ready for shipment.

Where two separate pictures are ordered to be copied on one plate and framed in one frame, we charge $1.00 extra—that is, $3.00 for 7x9 framed 10x12, or $4.00 for 8x10 framed 12x14.

Where the picture or photograph has two figures on it, we copy them both together on one plate for same price as one picture, but they will of course be smaller than a single picture would be.

Where the picture or photograph has two figures on it, we copy either one of the pictures if desired and leave the other out. Price same as single picture.

CASH PREMIUMS.

All Agents in our employ have their choice (by purchasing Goods as per our terms) of any single one of the following Cash Premiums on orders from August 1st, 1883:

First.—To every agent whose orders amount to **$200,** we will send **$25 in Gold.**

Second.—To every agent whose orders amount to **$500,** we will send **$60 in Gold.**

Third.—To every agent whose orders amount to **$750,** we will send **$90 in Gold.**

Fourth.—To every agent whose orders amount to **$1000,** we will send **$150 in Gold.**

Fifth.—To every agent whose orders amount to **$2000,** we will send **$400 in Gold.**

Sixth.—To every agent whose orders amount to **$5000,** we will send **$1000 in Gold.**

CONFIDENTIAL INSTRUCTIONS TO CANVASSING AGENTS.

PREPARATION.

Thorough Preparation is an invariable principle. The first necessity after you receive your Outfit is to read and *re-read* this Manual carefully. You should also especially re-read the portions concerning any particular parts of your work just before the time you attempt to perform them.

THE CANVASS.

Securing Attention.—In no part of all the principles and practices of canvassing here inculcated do we insist so little on precise rules as concerning the method each agent should adopt in (1) ADDRESSING, (2) INTERESTING and (3) SECURING a subscriber. No two Canvassers will or can do exactly alike in matters where individual talent should have much play. Yet it is easy to commit grave mistakes right here. The three important steps just mentioned, if undertaken all at once, or worse, in the wrong order, are likely to result in your retiring from the attack "a sadder and a wiser man," when the *common sense* which we aim to suggest to you would have succeeded finely.

Power of First Impressions.—Avoid, on entering a place, showing the article indiscriminately, for that takes away the charm of novelty. Do so only in the way of business, that is, while canvassing. Do not deposit articles anywhere for sale. There is nothing like impressing people with the idea that this is their only chance; besides, when an article is first seen you should be present, to take advantage of *first impressions*—always the most powerful—to show the most prominent points of your article, meeting objections, and as a last thing show your subscription list.

Addressing.—Always accost the person you are talking to by name. Therefore, *always*, either by quiet inquiry in town, or from next neighbors, ascertain the *names* and peculiarities of whoever you are to call on, addressing them, and also introducing yourself, by name.

From the moment you enter the presence of a desired customer, and throughout all interviews, *look him square in the eye.* Don't stare him out of countenance, but also don't let your eyes avoid his glance. There is power in the human eye, and you should use yours to watch his face and maintain the *controling* influence necessary to success. To get a sufficient hearing, you need to be always persistent, but nevertheless patient and considerate. If the person is so closely engaged that it would irritate to persist in asking his attention, you must endeavor to appoint an interview or ascertain a more convenient time.

When canvassing in families, your notice of the children will open the hearts of the parents to you.

Creating Interest and Desire.—Having secured the attention of the customer the *first* thing for you to do is to *show your article.* By that we don't mean hand it over to the person to fumble at, upside down, back end foremost. You must *control* your customer and be the leading spirit of the occasion. *Keep the article in your own hands.* You should show its good points consecutively.

It is now your business *to arouse interest and desire.* Earnestness and enthusiasm, quiet but deep, should be brought to bear. Don't hurry. Keep cool and be concise and direct in your language. Don't weary your customer; but as soon as you see by his face that he is really interested and strongly tempted to buy proceed to

Securing the Order, by pleasantly alluding to the approbation your article has already met with, and by showing the signatures already obtained. Let any request for the signature be put in some easy, off-hand way that shall suggest little of any time of payment, and still less of any *doubt* in your mind of securing his subscription. Never mention the price, at least, not until the article has been fully shown. If he has not ink at hand, you should have pen and ink or pencil ready to take advantage of his favorable mood. In securing the desired signature, a quiet, not over eager manner is desirable.

Objections and Answers.

You will meet objections and excuses from almost every person, but do not allow these to discourage you. People have a right to object; they thus protect themselves from humbugs and worthless articles. It is a very important part of your business to answer these objections in a good humored, but prompt manner. A little experience, if you are observing, will enable you to do this much better than you at first suppose. It is sometimes best not to answer their objections directly, (especially if made while describing the article), but go on with your description or show up the *superior merits* of the article you are canvassing for until they have forgotten their objections. This is much better than to refute their arguments, and they then feel defeated, and it creates an opposition that is fatal to success. But by paying no attention to them, they soon forget their own ideas, by following you in what you have to say, and enter in your spirit. At other times the objection must be fairly met and answered. Most of these objections are not new. They are as old as the age of buyers and sellers. They are urged against all articles and all places, but other agents, no better qualified than we believe you to be, have succeeded in the busines, and *are succeeding splendidly every day.*

How to Deliver.—As much depends upon the agent's skill and good management in delivering articles as in taking orders. When you are delivering it is best to be in something of a hurry. Some agents succeed admirably in getting subscribers, but make out wretchedly at delivering. Others always make their lists good. The difference is owing partly to the better class of subscribers, that can always be obtained for a really first-class article, but still more to the bearing and decision of the agent while delivering. Never act the part of a good-natured easy going fellow, whose amiable weakness it hardly seems wrong to take advantage of. Never intimate by your manner the least suspicion that a subscriber may possibly refuse to fulfill his contract. Do not say, "I have brought your article, I *hope* you are ready to take it," or anything of that sort.

On the contrary your manner should be pleasant, but firm and decided—in a word—perfectly business like, as one who feels that he is not asking a favor, but simply carrying out an honorable and legitimate business transaction, which is really the case. Approach every sub-

scriber with an appearance of *perfect confidence* that he will take his article, saying something like this: "I am now filling orders for the article for which I have your name and am happy to deliver your article. You will be pleased with it, Mr. ———, in every particular. Those who have received it express their perfect satisfaction." Looking your subscriber full in the face, with a cheerful countenance, hand him his article bodily, as though you expected him to take and pay for it at once, without objecting. In this way you will rarely have any trouble.

Should he raise objections, however, be ready to answer them *pleasantly* but *firmly*, and show that the article is all it was represented to be. Persuasion is better than talk of force, though it may in some instances, be well, as your last resort, to impress a responsible man with the fact that he is *legally bound to meet his order*, and you are authorized to enforce the law if he persists in refusing to fulfill his engagement. This will sometimes bring over a man, but a legal course should be avoided, if possible.

Ordering and Delivering.

A Cash Business.—All the subscription houses in the country are conducted on a strictly cash basis. By long experience they *know* that *no other* way will do. So do not ask credit, or to be trusted with articles for delivery, which is the same thing, unless you are anxious to be refused. If you seek credit from anybody, remember that the natural place to ask it is at home, from those who know your character, and not from strangers at a long distance. If you need aid, borrow from them. They can see that you have the goods sold and can soon return the loan. But, if you meet with insurmountable difficulty in raising the money with which to order, keep right on canvassing and write fully of your situation to the firm, who will then advise you how to manage.

Order in as Large Lots as Possible.—If you can possibly raise, borrowing, or in any way, and send the entire sum of your order, do it by all means, as many inconveniences can then be avoided, and promptness in every part of the shipping, receipt and delivery of the goods be insured. The cost of sending and returning money, and express or freight charges, will be smaller, *all* the goods will be *at command* for distribution, and no possible delays can injure the delivery. Also, small lots are often too small to go by cheap freight.

C. O. D.—(Collect on Delivery) means to send goods by express with bill for collection before delivery. As *an accommodation*, we will ship in this way, if the agent prefers, providing he remits a sufficient part of the cost of the goods to fully reimburse us for the freight charges both ways, in case he does not take and pay promptly. This sum should never be less than 10 per cent. of the order, and should be 20 per cent., if the order is small or the goods are to go to a great distance. The C. O. D. bill will be for only the balance due us. The "guarantee money" we invariably require before we will fill an order.

The goods can be ordered by cheap freight when sufficient to fill a box of 50 pounds or over; very rarely less. But they should not be ordered by freight, of even so small size as 50 pounds, unless the distance is several hundred miles. It must enter into your calculations that railroads charge freight for full 100 pounds, even if the box weighs less. In short, both distance and size should be considered when deciding between express and freight. It is useless to order small packages by freight.

If you order by freight, you must order *early*, as it will take from three to five times as long as by express. But it is vastly cheaper on large lots to long distances, and important to save your profits.

Large Deliveries can be made at one time on very small capital, when it is not possible to raise the whole money to send in advance. Simply send on all the money you can raise, and we will divide the order into as many lots as necessary, sending you the first with *no* bill for collection, and the rest C. O. D. of such size that your collections from the delivery of one will pay the C. O. D. bill of the next largest. This plan will allow you to order *all* of a very large delivery at one time, but will, of course, make some increase of expenses for freight, collection, etc.

Keep on Canvassing till your Goods Arrive.—It will require from three to ten days, according to distance., etc., to receive the goods you order, if they come by express, or, if by freight, several days longer. Allow plenty of time, so that in case of a little *unusual* delay, it will not embarrass you in any way. As a rule, you may rely upon having your order filled on the same day we receive it; yet *occasionally*, we may be so crowded as to lay your order on file for one or two days before it can be filled.

We always notify you by letter of receipt of money and shipment of goods in order that you may know when to expect the latter. As it will be quite important to you that this letter of notification should not miscarry, be sure and give us your post office address in full, at the bottom of your order.

After ordering goods you should continue to canvass *as vigorously as ever*, until they arrive, and not lose time in waiting for them. *Time is money* to you. Make the most of every day, sunshine or rain, hot or cold, much success or little. If nothing else, you can *re-canvass* while waiting for goods, and thus pick up many more subscribers in old territory.

In conclusion, we urge you to read and study the foregoing untll you thoroughly understand them, and are able to make the best use of them in your canvass.

Hoping that your efforts may be crowned with abundant success, we are

Very Truly Yours,

J. E. SHEPARD & CO.

Money.—To insure safety, you should send money by Post Office Money Order, Draft on New York or Cincinnati Bank, or small amount by Registered Letter.

PLEASE READ CAREFULLY ALL OUR

TESTIMONIALS.

Milner Corner, Ind., July 16, 1883.

To "Whom It May Concern."—I have transacted business with Messrs. J. E. Shepard & Co., and have found them to be ***straightforward men,*** doing just what they agree to do. I have sent them money and they have sent me goods just as they agreed to do. I sold ***thirteen in one day*** and ***thirty-nine*** in ***one week.*** Yours truly,

G. W. McCOMAS.

Vevay, Switzerland Co., Ind., July 19, 1883.

J. E. Shepard & Co.—Dear Sirs—I have been dealing with you since January, 1883. Have sent money and received goods of you, and in all my dealings with you found ***you upright and honest,*** doing all you could for the benefit of your agents. I sold ***nine shelves one day,*** eighteen another, and ***forty-six in one week.*** Yours truly,

WM. JACKSON.

Hudson, Lawrence Co., Mich., July 30, 1883.

This is to certify that I have dealt with J. E. Shepard & Co., have sent them money and have always received full value. I sent but a small order at first but received prompt attention, and have since sent larger ones with the same success. Have always found them *strictly honest* in all their dealings. I have met with good success canvassing for them, as their goods sell on their own merit. I have not been on the road more than a week in all and have sold ***forty shelves.*** I sold ***eight in one half day.*** MRS. B. B. WELCH.

Allegan, Mich., July 19, 1883.

Messrs. J. E. Shepard & Co.—Dear Sirs—I have just received my box of shelves. Everyone, as well as myself, thinks ***they are the best shelves made,*** Thanking you for your kind attention I will recommend you to the public as a ***fair, honest dealing company.*** I have sent money to you and received full value in goods. Yours respectfully,

HIRON S. OSBORN.

Crockett, Tex., July 22, 1883.

J. E. Shepard & Co.—Sirs—This is to certify that I have had dealings with J. E. Shepard & Co., which have been pleasant and profitable. Have found them ***honest*** and ***upright,*** faithfully complying with every contract, and would feel safe in forwarding money for goods. Have sold their shelves and coffee pots. Sold fifteen shelves in our little village in one day; also ***forty-nine coffee pots*** which have given perfect satisfaction in every instance. Several persons have told me they would not be without ***one for twice the price.*** I cheerfully recommend the Company and their goods.

Respectfully,
REV. JOS. P. PRITCHARD.

Butler, Ind., July 16, 1883.

J. E. Shepard & Co.—Gentlemen—In reply to yours will say you have dealt fairly and squarely with me. I must say that in commencing to deal with you I had more confidence in your integrity than in the majority of advertisements that I see in print, and the tone of the letters you sent me ***had the true ring*** in it. I have always received an acknowledgment of the receipt of money sent you, and my goods in a reasonable time after ordered. I will further say that the goods are ***just as you represent them to be*** and you are doing an honorable and upright business with your agents and the public in general. Yours respectfully,
WALTER CRISE.

Rockford, Ill., July 23, 1883.

Messrs. J. E. Shepard & Co.—Gentlemen—I will say that I have sold goods for your firm for the past five years, have dealt with both the St. Louis and Cincinnati firms, have sent the St. Louis house $50 in advance for shelves, and in all my dealings with both houses they have been more liberal and prompt in their dealings than any other firm I ever worked for. I have been in the agency business for the past twelve years and have made more clear money from the sale of the shelf than any other article I ever handled. I sold and delivered ***seventeen shelves in one day, leaving me a profit of $12.75 for one day's work.***

Yours respectfully,
G. J. WHITE.

Sherman, Tex., July 23, 1883.

Messrs. J. E. Shepard & Co.—Gentlemen—Thanks for the prompt manner your house in Kansas City filled my orders. The goods came just as ordered and I got the value of my money. Have sold a great many of your shelves in and around Sherman and I have the first man to hear say that the shelf was not what it was represented to be. Mrs. P. H. Peters, ***wife of our honorable mayor,*** says ***"it is worth the price of it to set her coffee pot on alone."*** I anticipate a big business this fall and winter. My sales here this spring were ***beyond my most sanguine*** expectations; selling in one week as high as ***thirty-one*** shelves, and ***nine*** in ***one day,*** and attending to my business as circulator of the "Courier" at the same time.

Yours most respectfully,
M. J. PARKER, Jr.

Lemars, Plymouth Co., Ia., July 26, 1883.

J. E. Shepard & Co.—Sirs—Your shelves give good satisfaction. People who buy them are convinced that your shelves are worth all they pay for them. For those who doubt the merits of the shelf I never hesitate to put one on the stove on trial for a month. Being perfectly satisfied with your ***honest, prompt*** and ***reliable dealing,*** I intend to do more in the future than I have done in the past. Yours respectfully,
M. VERHULE.

Conway, Faulkner Co., Ia., July 27, 1883.

J. E. Shepard & Co.—Sirs—I ***worked three days and sold thirty-three shelves,*** delivered one dozen. It is a very salable article.

Respectfully, L. W. THOMPSON.

West Fork, Crawford Co., Ind., July 21, 1883.

To "Whom It May Concern"—This is to certify that I have dealt with J. E. Shepard & Co., of Cincinnati, Ohio, and I have found them to be strictly honest, straightforward gentlemen in every respect. I have sent them money by mail and they always sent goods according to contract. ***I cannot speak too highly of these gentlemen.*** Yours truly,
JOHN W. TRUSTY.

Clayton, Ala., July 24, 1883.

Messes. J. E. Shepard & Co.—Gents—Yours at hand and noted. I will say to the public that I have dealt with J. E. Shepard & Co., and find them all right in every respect. I have sold their goods and am selling them now, and they are just what they claim them to be and give entire satisfaction to all who buy them. They find them to be the ***best and the cheapest goods*** of the kind that they can buy anywhere. My honest opinion is that these gentlemen do not wish to do aught but what is right in every respect, selling only good goods at lowest prices. I have sold as high as ***twenty-two shelves in one day.*** Yours respectfully,

T. A. BLANTON.

J. E. Shepard & Co.—Friends—For the first time since I've been working for you I this time tried the Summit Shelf by itself and I can do better with it alone and make more money. In a little less than ***eleven days I have taken ninety-one orders.*** There were ***nine days*** I ran from ***seven*** to ***twelve orders*** per day, and I am canvassing out in the country too, and the weather is very warm, and I weigh 261 pounds, so I can't go to more than twelve to sixteen houses per day. Now, Mr. Shepard, you make six different firms I have worked for, and I don't say it for any flattery, but I would rather work for you than for any firm I have ever worked for. You not only stand in every particular to what you say you will do, but you have done more, and the ***honesty*** and kindness of your firm I shall always appreciate, and shall work for you as long as I remain in the field—and there is no likelihood of my quitting.

H. C. DANIELS, Platte City, Mo.

Cave Springs, Ky., July 17th, 1883.

To all whom it may concern.—I accepted an agency from Messrs J. E. Shepard & Co. of Cincinnati, O., some months ago and had repeated dealings with them, ordering goods from them, sending money for same in advance. I have at all times found them prompt to acknowledge receipt of money and ship goods, and believe them honorable, high toned, active business men, who take pleasure at all times to promote the interest of agents. Respectfully yours,

W. H. ROBERTS.

Reading, Kas., July 29, 1883.

To Whom It May Concern—I was agent for J. E. Shepard's goods and sent them money, and they have always acted gentlemanly with me in every respect, and I would recommend them to any one who wishes to handle their goods. ***I made from $2 to $5 a day.*** N. H. ENDSLEY.

Ellicottsville, N. Y., April 24, 1883.

J. E. Shepard & Co.—Dear Sirs—For those wishing to engage in a pleasant and profitable business I can recommend *nothing* as *highly* as your *shelves*; and for honesty, fidelity and alacrity can say I have never dealt with a firm that has proven so satisfactory all through in every way as you. Your advice to me upon commencing about fair dealing was a guarantee of your ***honesty*** and ***integrity.*** Your friend,

E. H. BRYANT.

Pittsfield, Pike Co., Ill., July 23, 1883.

J. E. Shepard & Co.—Sirs—Yours of the 13th at hand. With regard to our dealings with you we can say you have dealt fairly with us and have been prompt and honest with us in every particular. I have sent you money with orders and they have been filled and goods shipped without delay. Therefore I consider the firm of J. E. Shepard & Co. to be ***upright, honest and responsible men,*** doing all they can for the agents in their employ. The largest number sold in one day was five, and the weekly average is ***thirteen,*** but we have not been able to travel one whole week yet at a time. Respectfully,

H. A. & M. A. COHENOUR.

Cork, O., July 19th, 1883.

J. E. Shepard & Co.

Dear Sirs:—You are men that I have never seen, but have always found you upright and honest in all your dealings with me. I have sent you money and always received the goods promptly, and am not afraid to send you money for goods any time, therefore I can recommend you to the public as good, fair, honest, upright men to deal with. Most respectfully yours,

LEWIS M. BLAKEMAN, P. M.

MESSRS. J. E. SHEPARD & Co., Cincinnati.

Gents:—It has now been nearly five years since I sent my first order to you for one hundred stove pipe shelves, accompanied with the money. It is with pleasure that I now say I have always found you strictly honorable and gentlemanly in all my dealings with you, which amounts to some hundreds of dollars, and you always seemed to manifest an unusual interest for the benefit of your agents, besides having written me many friendly letters, and when I was sick, even sent me medicine. I have carefully preserved all your letters. I have tried selling other articles from different firms, but have never found anything that has given such universal satisfaction to myself and patrons as the Stove Pipe Shelf. I shall want you to have fifty Shelves ready for me, September 1st, to commence the fall trade; I have never devoted all my time to canvassing (being engaged in apiaculture) but nevertheless have sold as many as sixteen shelves in one day and seventy-five in one week. I fully endorse you as honest, upright, truthful men. Hoping our present friendly relations may long exist, I remain,

Yours truly, JAMES L. GRAY,

July 16th, 1883. St. Cloud, Minn.

Unity, Clark Co., Wis., July 16th, 1883.

J. E. Shepard & Co., Cincinnati.—Dear Sirs:—I would say with pleasure that I have had considerable dealing with you and have always found you prompt, reliable, strictly honest and upright in every way, and more than this, have looked upon you as friends, for you have aided me as I could hardly expect strangers to do. I sold as high as twenty shelves in one day.

Fraternally yours,

REV. G. W. NICHOLS.

Eloa, Mich., July 17th, 1883.

J. E. Shepard & Co., Cincinnati, O.—Your letter received last night. In this day of frauds and humbugs it is refreshing to find a company who are strictly honorable in all their dealings, and who regard truthfulness as a necessity to their success in business. Such a firm is J. E. Shepard & Co., as I have had extensive dealing with them and have always found them reliable in every respect. Yours truly,

E. W. PIERCE,

Lincoln, Neb., July 25, 1883.

J. E. Shepard & Co.—Dear Sirs—In order that others may read, believe and act, I feel it a duty to send you the following testimonial. I have been in various canvassing businesses but have found none so ***pleasant and profitable*** as the ***sale of your shelf.*** Pleasant, for it gives perfect satisfaction, and profitable because it sells faster than any article I ever handled. My best day's work was ***twenty-three orders;*** best week's work was ***ninety-four.*** I would also state that by no other firm have I been more honorably dealt with; believing that you have done everything possible to make my canvass successful.

Yours truly,

J. F. LAWRENCE.

Logan, O., July 23d, 1883.

Messrs. J. E. Shepard & Co., Cincinnati, O.

Gentlemen:—Your Summit Stove Pipe Shelf is every thing you claim it, and well deserves the name. I sold, in six hours, seventeen Shelves, with the promises of twelve more, and in good territory I can sell four out of every six calls; expect to do a large business this fall and winter. I have been a book agent and sewing machine agent, but the Shelf beats them all. Everybody wants one. I find you perfectly safe to send money to in large amounts, and use your best judgment in sending goods at least expense to agents.

Very truly yours,

G. H. LINTON, Logan, O.

To all seeking an Agency Business:—I have dealt with J. E. Shepard & Co. since March 15th, 1880, and I am still ordering goods from them every few days. I have always found them honest and ready to do the square thing. They handle the best Agent's Goods in the market. I have sold ***hundreds*** of their Shelves, and I am now selling more than ever. Their Shelves give entire satisfaction, and your patrons will at all times welcome you. I sell from ***five to nineteen per day.*** Anybody, by giving his whole time to selling Shelves, can make from ***$1500.00 to $2500.00*** a year, clear of all expense. Don't hesitate about sending your money to J. E. Shepard & Co. You will hear from them as soon as the mails get around. Wishing all good honest agents success, I am,

Most respectfully yours, L. A. HIPOLITE.

J. E. SHEPARD & Co., Cincinnati, O.

DEAR SIRS:—I am highly pleased with Perfection Coffee Pot, and all the parties to whom I have sold are also pleased with them. I have sold as high as eighteen coffee pots in one day. I am truly glad to say I have never dealt with more honorable and prompt men in my life. Things always come to hand all right.

Yours truly, L. W. DAVIDSON,
July 24th, 1883. Normandy, Bedford Co., Tenn.

Sparta, Tenn., July 26, 1883.

J. E. Shepard & Co.—Sirs—You have always dealt fairly with me, and everything has heen just as you represented it. I am perfectly satisfied that J. E. Shepard & Co. will do exactly as they advertise.

Yours respectfully,
W. W. HULL.

Carlisle, Ill., July 15, 1883.

J. E. Shepard & Co.—Dear Sirs—I wish to say that I have sent you money and have received its value in goods. The goods were exactly what you represented them to be. Yours respectfully,
B. F. WADE.

Beaumont, Jefferson Co., Tex., July 26, 1883.

I have been an agent for J. E. Shepard & Co., of Kansas City, Mo., for some time, and I can truthfully say that they have proven to be truthful and honest in every respect. They send their goods promptly when I order. They have done exactly what they promised to do for me. The shelves show for themselves their merits and sell on sight. They are the most salable article I ever saw. Yours truly,
JOHN W. FRENCH, JR.

Highland, Madison Co., Ill.

Dear Sirs—I have traveled four days and sold fourteen shelves—all I had. I like the business very much and intend traveling this fall and winter for you. I have always thought you honest men. All my letters have been answered at once. Every one who buys a shelf from me says he would not do without it.

Yours truly,
STEPHEN BLACET.

J. E. Shepard & Co. :—I don't want to boast, but I want you to answer and let me know if this ain't the greatest canvassing ever done in the middle of the summer. In three days I went to thirty-five houses and took thirty orders. I have canvassed nine days and took seventy-seven orders. How is that for high?

Yours truly, H. C. DANIEL,

July 26th, 1883. Platte City, Platte County, Mo.

In conclusion we would say we sincerely hope and trust you will read our catalogue thoroughly and very carefully, and with all due consideration **investigate the matter to your entire satisfaction,** after which we are sure you will engage in the canvass for us. **Now** is the **best time** to begin, and we hope you will lose no time—**"time is money"**—and **lost time can never be found again.** After you have decided to engage with us, please examine the various articles in our catalogue and select some one with which to start. We would **strongly advise** you **not** to handle **more than two articles** at one time, and many of our **most successful agents find** it pays best to handle only one article at a time, but of course a good deal **depends** on the **agent** and on the **territory** in which an agent is working. We know **you** will with **care** and **shrewdness** use your very best judgment in the matter, which is all we ask. **You are sure to succeed and do better with us than in any other undertaking you ever engaged** in, for every agent who gave our goods a fair and earnest trial **has always succeeded.** Read our testimonials; we only had room to print a few, but **we have stacks of others** just like them from everywhere. The testimonials prove what we say to be a fact.

In any case should circumstances be such that you cannot engage with us at present we will be pleased to have you do so in the future, or if you think you will not be able to engage with us, please hand our name and address to any one whom you think in your own judgment would engage with us. Hoping to hear from you soon and often, we are

Most respectfully,

J. E. SHEPARD & CO.